

5. Which of the physicians and pharmacies on the attached list did you call on and detail about this drug?
6. On the average, how much time did you spend detailing this drug with the physicians? The druggists?
7. While you were promoting this drug, what proportion of your total working time in the Fond du Lac area do you estimate you used doing so?
8. Did the physicians appear to be familiar with the product prior to your detailing them? Was this also true of the druggists?
9. Was there advertising in the J. of the A.M.A or the Current Medical Digest that you felt was particularly effective in informing the physicians of this new drug?
10. When did you call on first, the doctors or the druggists, when you began detailing this drug?
11. Did you leave samples with the doctors; the druggists? If so, approximately how much?
12. Do you usually detail more than one drug during your visits with physicians; with druggists?
13. In the promotion of this new drug, how would you rank the effectiveness of:

_____ Direct mail advertising
_____ Journal advertising
_____ Reprints of professional articles regarding the drug
_____ Samples

Basically, the above information is the sort that we are seeking but other questions will, of course, arise as we talk to you. We will be most appreciative of any information that you can pass on to us that will supplement the above and improve our knowledge of how you promoted this new drug.

Tabulating the Audit Materials and Background Interviews

This concluded the field work on the Fond du Lac Study. We now had on a national scale the reports on how the manufacturer set up the marketing program and carried it out for each of the five drugs.

From the detail man, we had the story of the localized product promotion.

For each of the 55 physicians we had the background interview, the prescription audit tabulation sheet which showed the number of prescriptions and the total cost for each prescription he wrote on each of 33 drugs during each of the 4-week periods. Additionally, for all but a few physicians, we had the extensive informal interview containing greater details on how he happened to start prescribing those of the drugs under study which he prescribed; his attitudes and mental images of the drug firms; as well as his personal evaluations of the various channels of marketing communication and other comments.